

# **Rowan County Health Department**

## **2012 Community Health Assessment**

**Rowan County**



**Public Health**  
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## **Acknowledgements**

On behalf of the Rowan County Board of Health, I want to thank all of those individuals and agencies who participated in the 2012 Rowan Health and Human Services Needs Assessment (RHHSNA). Special thanks to the funding partners of the RHHSNA: Mr. Bob Lippard, Executive Director, Rowan County United Way (RCUW); Mrs. Dari Caldwell, President, Rowan Regional Medical Center; Doug Paris, Manager, City of Salisbury and Gary Page, Manager, Rowan County.

Secondly, I want to give special recognition to the Rowan Health and Human Services Needs Assessment Advisory Committee for their leadership, time and commitment to the Community Health Assessment (CHA) process. The Committee played a major role in helping to provide guidance and provided valuable feedback to RCUW and the Centralina Council of Governments (CCOG).

Finally, I want to thank Ms. Amy Smith and Mr. Stephen Joslin for their contributions to the Rowan County Health Department's Community Health Assessment (CHA) process, and identifying the health related priorities that will be addressed in our forthcoming community action plans.

Thank you all for a job well done!

Barbara Ellis, RN, MPA  
Health Director

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Pharmacist	Mr. Steve Fuller
Physician	Dr. David Smith
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Public	Mrs. Barbara Andrews
Public	Mr. Rick Parker (Chairman)

*The 2012 Rowan County Board of Health*

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## 2012 Community Health Assessment

### Introduction

The Rowan County Health Department (RCHD) is required to complete and submit a Community Health Assessment (CHA) to the North Carolina Department of Health and Human Services (DHHS) and the Division of Public Health (DPH) every four years. All Local Health Departments are required to complete a Community Health Assessment by the following requirements:

- Agreement Addenda between Health Department and NC DHHS, Division of Public Health
- Local Health Department Accreditation Standards
- Healthy Carolinians Certification Standards
  - DPH oversees the Community Health Assessment process for the state.
  - Community Health Assessment is a core function of Public Health and a part of the Local Health Department accreditation process.

RCHD's CHA was originally due in 2013. Because of the new requirement that nonprofit hospitals conduct a community health needs assessment at least once every three years and adopt an implementation strategy to address the most significant health issues, Rowan Regional Medical Center was required to conduct a CHA in 2012. To prevent overlapping work in the community, RCHD joined the collaborative effort along with other partners described in the 2012 RHHSNA. This promoted development of a single community health assessment within our county.

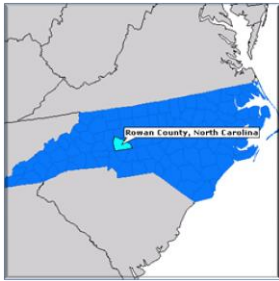
The 2012 RHHSNA Results Report and Five-Year Action Plan accompany the RCHD CHA. Rowan County was able to join with the Rowan County United Way (RCUW), Rowan Regional Medical Center, and the City of Salisbury as a funding partner. A Steering Committee composed of funding partners and Key Stakeholders was formed. RCUW contracted with Centralina Council of Governments (CCOG) to oversee the development of the assessment.

Needs Assessment Advisory Committee	
Name	Agency
Judy Grissom	Rowan Salisbury School System
Leonard Wood, Amy Smith and Steve Joslin	Rowan County Health Department
Sandra Wilkes/Donna Fayko	Rowan County Department of Social Services
Gary Page	Rowan County
Dave Treme	Retired (City of Salisbury)
Doug Paris	City of Salisbury
John Gerstenmier	Smart Start Rowan
Dari Caldwell	Rowan Regional Medical Center
Valerie Stewart/Rick Parker	Rowan Regional Medical Center
Rick Eldridge	Rufty-Holmes Senior Center
Dave Setzer	Blanche & Julian Robertson Foundation
Bob Lippard	Rowan County United Way

*The Steering Committee comprised of funding partners and key stakeholders representing medical, health, social service and civic agencies, as well as City and County officials.*

# ROWAN COUNTY COMMUNITY PROFILE

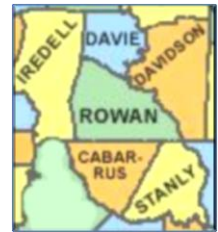
## Location and Geography



Rowan is located in the south central piedmont area of North Carolina. Salisbury is the major urban area of the county located 42 miles north of Charlotte and 50 miles south of Greensboro. Rowan County is comprised of 11 cities and towns: China Grove, Cleveland, Spencer, East Spencer, Enochville, Faith, Granite Quarry, Kannapolis, Landis, Rockwell, and Salisbury. The largest metropolitan area is Salisbury, which is the county seat. The county is divided into fourteen townships: Atwell, China Grove, Cleveland, Franklin, Gold Hill, Litaker, Locke, Morgan, Mount Ulla, Providence, Salisbury, Scotch Irish, Steele, and

Unity. According to the 2010 US Census Bureau, the total population in Rowan County was 138,428.

Rowan County is bound on the north by Davie County, northeast by Davidson County, west by Iredell, southeast by Stanley, and to the south by Cabarrus. The county has a total area of 524 square miles. The county's eastern border is formed by the Yadkin River and Interstate 85 passes through the county from the southwest to northeast.



## History

Rowan County was formed in 1753 from the northern part of Anson County. It was named for Matthew Rowan, acting governor of North Carolina from 1753 to 1754. The area was home to numerous native tribes including the Sapona and the Catawba, and was probably the hunting ground of the Cherokee. Rowan was a rich place for a settlement and very accessible because of two roads that came through the region. One was the Trading Path from eastern Virginia used by the Indians as well as explorers and traders. The other was the Great Pennsylvania Wagon Road which stretched from Lancaster County, Pennsylvania, through the Shenandoah Valley of Virginia into the Piedmont where it joined the Trading Path.

The first settlers were of Scotch-Irish descendants who settled in the western part of Rowan. German immigrants also moved into the eastern sections of the county. At that point the population grew rapidly and in 1753 Colonial Governor Matthew Rowan signed a bill creating Rowan County. Rowan was the largest and most populated county in the colony and state until 1836 when current boundaries were drawn. Twenty-six counties have been carved out of Rowan.

Rowan County is rich in history. Twice the Salisbury Township was occupied by enemy troops. This occurred during the American Revolutionary War and again during "Stoneman's Raid" during the Civil War. The Salisbury National Cemetery is here and was dedicated by the US government in 1874. This cemetery is the final resting place for many Confederate and Union soldiers as well as veterans of other wars.

## Education

There are 34 public schools in the County, as well as 6 private schools. There are three colleges: Livingstone College is a private liberal arts college founded in 1879; Catawba College

is a private liberal arts college founded in 1851. Rowan-Cabarrus Community College (RCCC), established in 1963, has their North Campus located in Rowan County. RCCC is one of 58 colleges in the state-supported North Carolina Community College System and offers an early college program.

Table 1: Education Attainment

2011	Average SAT score (2400 scale)	1,422
2011	Percent of Graduates Taking SAT	51.9%
2011	High School Graduates,	76.9%
2011	Bachelor's degree or higher	17.0%

Source – Economic Development Intelligence System, Rowan County Profile; [www.uncc.edu](http://www.uncc.edu) – US Dept. of Education, National Center for Statistics for Higher Education data.

## Arts and Leisure

Rowan County is home to three museum's including the North Carolina Transportation Museum, once the South's largest railroad repair facility. At the museum you can enjoy railroading exhibits, an antique automobile collection and seasonal train rides. The Rowan Museum is located in downtown Salisbury. It is showcased in the old courthouse which was built in 1854. Exhibits are dedicated to family and home life, rural life, community, church, education, commerce and industry, military and other areas that represent the history of Rowan County. The Hall House is another museum in Rowan County. This home belonged to the chief surgeon at the Salisbury Military Prison and is now a museum full of original fixtures and family heirlooms.

Waterworks Visual Arts Center is a beautiful building which was recently opened in 2003. It features art by regional and national artists, as well as art by local children. There are numerous private art centers located throughout our county. Piedmont Players Theatre is one of North Carolina oldest theatrical groups. Their stage is now located in the restored Meroney Theatre in downtown Salisbury and they perform throughout the year. The Norvell Theater is the newest addition to the Piedmont Players Theatre family. This theater seats 251 people and host PPT's youth productions. The actors are all high-school-aged or younger.

There are three libraries located throughout the county. Rowan Public Library is located in Salisbury with branches in Rockwell and China Grove. Rowan County has six golf courses open to the public and two private courses. Lazy 5 Ranch is located in the western part of the county and offers a drive through Animal Park. Lazy 5 is composed of 185 acres with over 400 animals from around the world. Dan Nicholas Park is a favorite destination of both Rowan citizens and folks from surrounding counties. The park has a 10-acre lake that you can take a paddleboat ride, ride a miniature train and a beautiful carousel, a gem mine, nature center, petting barn, four ball fields, two miniature golf courses, tennis and racquet ball courts, nature trails, and a family campground. Rowan County has a very active YMCA with branches in Salisbury, one in Rockwell and one in China Grove. There is a Salisbury Greenway making its way through the town of Salisbury which has 5 sections: the Brenner Avenue section which encompasses two-thirds mile, Prescott Connector with one-half mile, Memorial Park Loop with one-half mile, Forest Hills Sections with one-third mile, Kelsey Scott Park with a one-third mile section, and the newest section, the Grants Creek section. With all these sections, the Salisbury Greenway has 3.1 miles of paved, 10-foot-wide greenway paths; and by including sidewalks and residential streets that connect the greenway sections, the system totals almost 6 miles.

The Greenway is a popular recreation area for walking, biking, jogging and alternate forms of transportation.

## Economy

Private industry is the largest wage payer in Rowan County followed by manufacturing. There are five companies in the county that have over 1000 employees. The top employers are manufacturing, healthcare, accommodation and food services, transportation and warehousing, public administration, and manufacturing. Currently, there is an estimated 3,585 self-employed-citizens in Rowan. In 2012(Q1), the total employment in Rowan County was 62,557 and the unemployment rate was 7,152 individuals. In the past twelve months, it is estimated that 21,593 Rowan County citizens (16.3%) had an income below poverty level. As of 2012, there were 37,674 individuals that worked in Rowan County, where they reside and 19,621 individuals who commuted outside of Rowan for their profession. White Collar occupations totaled 61%, while Blue Collar occupations represented 38% (Thrive in North Carolina—Commerce Economic Development; [www.zoomprospector.com](http://www.zoomprospector.com); U.S. Bureau of the Census) As noted in the RHHSNA (page 36), unemployment has a negative affect on insurance and access to healthcare.

Table 2: Average Weekly Wage

Quarter Ending March 31, 2011			
Average Wage			
North Carolina	Weekly	\$869.00	
Rowan County	Weekly	\$762.00	Percent of North Carolina 85.4%

Source – NAICS Employment and Wages, Quarterly Census of Employment and Wages (QCEW) Unit, ESC/LMI Division

Table 3: Average Yearly Income

	Rowan County	North Carolina
Median Household income 2006-2010	\$43,596	\$45,570
Persons below poverty level	16.3%	15.5%

Source – Log into Rowan County QuickFacts from the US Census Bureau  
<http://quickfacts.census.gov/qfd/states/37/37159.html>

## Population

From 2000 to 2010 Rowan County's population has increased from 130,340 to 138,428. The median age of the residents of Rowan County is 39 up two years from the average age in 2000 which was 37. People under 5 years old represent 6.3%, under the age of 18 is 23.4%, 65 years old and over is 14.7% of the population. Females represent 50.7% of the county. The average household size is 2.52 persons. The county's population is distributed racially by the following: White persons 80.4%; African American 16.6%; American Indian and Alaska Native 0.5%, Asian 1.1%, and Hispanic or Latinos 7.9% in 2011.

(<http://quickfacts.census.gov/qfd/states/37/37159.html>)



Table 4: Housing Units

2010 Housing Units	53,140
Owner Occupied Units	37,749
Renter Occupied Units	15,128
Median Value of Owner Occupied Housing	\$125,100.00

Source – Commerce Economic Development, August 2012; [www.quickfacts.census.gov](http://www.quickfacts.census.gov)

Table 5: Urban/Rural Representation

	Population	Urban/Rural Percent
2000 Total Population: Urban-inside Urbanized Area	28,547	21.90%
2000 Total Population: Urban-inside Urbanized Clusters	48,069	36.90%
2000 Total Population: Rural – Farm	1,125	0.90%
2000 Total Population: Rural - Nonfarm	52,599	40.40%

Source – US Bureau of Labor of Statistics. Economic Development Intelligence System

## References

Rowan County, North Carolina County Information – ePodunk ([www.epodunk.com](http://www.epodunk.com))  
 Rowan County QuickFacts from the US Census Bureau ([www.quickfacts/census/gov/qft/states](http://www.quickfacts/census/gov/qft/states))  
 Rowan County, North Carolina – Wikipedia ([www.en.wikipedia.org/wiki/Rowan\\_County\\_North\\_Carolina](http://www.en.wikipedia.org/wiki/Rowan_County_North_Carolina))  
 Employment Security Commission of North Carolina  
 Economic Development Intelligence System – US Bureau of Labor of Statistics  
 ESRI - U.S. Bureau of the Census  
 Salisbury Heritage Tour/Historic Salisbury Rowan County/Rowan County Convention & Visitors Bureau  
 The Salisbury Greenway/Salisbury Parks and Recreation Department  
 American Lung Association, 2012 State of the Air report





## 2012 Community Health Assessment

### Overview

The 2012 RHHSNA identified “major issues” in the county and how those issues were identified in the “Issues Matrix”. In RCHD’s CHA process, it is imperative that the health-related priorities are gleaned. The following table identifies the six leading health-related priorities per the 2012 RHHSNA. The priorities RCHD will work to collaborate and address in the forthcoming years will be drawn from this list. Action plans to address some of these issues will be submitted June 2013.

Table 6: 2012 CHA Health Priorities

2012 Community Health Assessment Health Priorities	
1	Dental Care
2	Medical Care
3	Chronic Disease
4	Teen Pregnancy
5	Physical Fitness
6	Prescription Drug Abuse

As the 2012 priorities are examined it is necessary to review the priorities established in the 2009 CHA and determine the level of progress made addressing those priorities.

Table 7: 2009 CHA Health Priorities

2009 Community Health Assessment Health Priorities	
1	Obesity Issues
2	Access to health care
3	Minority health disparities
4	Access to dental care
5	Tobacco concerns
6	Teen pregnancies

### 2009 CHA Priorities

Out of the priorities identified in the 2009 CHA, the following were addressed and updated as Community Health Action Plans in 2011.

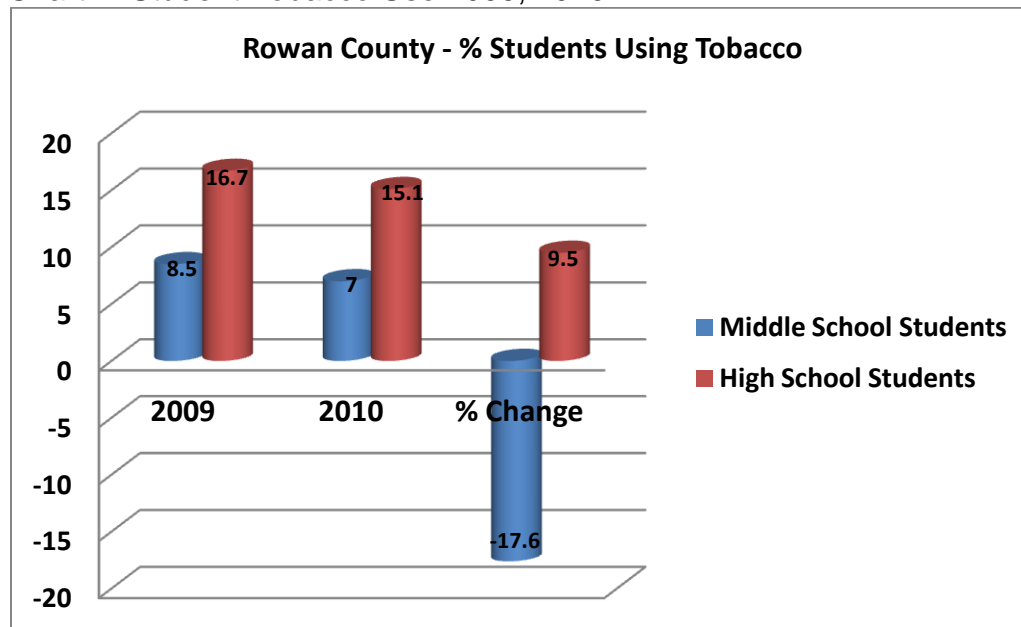
### Tobacco concerns

**Local Priority Issue:** Tobacco Use

**Local Community Objective:** In Rowan County, reduce the percentage of middle-school age students who admit smoking cigarettes from 8.5% (2009) to 5% in 2015. Reduce the percentage of 10th graders who admit smoking cigarettes from 16.7% (2009) to 14% in 2015.

**Progress:** The percentage of middle-school age students who admit smoking cigarettes went from 8.5% (2009) to 7% (2010). The percentage of 10th graders who admit smoking cigarettes went from 16.7% (2009) to 15.1% (2010). No additional Youth Risk Behavior Survey (YRBS) data is available.

Chart 1: Student Tobacco Use 2009, 2010



Source: Youth Risk Behavior Survey, Rowan-Salisbury School System, 2009 and 2010. No additional data available.

### Interventions:

- Through the efforts of a Youth Tobacco Prevention Specialist, 12 Tobacco Reality Unfiltered (TRU) Clubs in the middle and high schools and 1 community based Youth In Action Against Tobacco Council (YIAATC) provided peer health-education classes, led hundreds of community events/health fairs or school-related outreach tobacco prevention activities <http://www.realityunfiltered.com/TruStars.aspx>.
  - These activities included the middle school TRU club's Tobacco Free Quiz Bowl and a TRU Beauty/TRU Fitness event. 6 middle school clubs competed in trivia questions relating to tobacco use. At the TRU Beauty, girls learned how tobacco use affects their skin, hair, nails, teeth etc., and the guys learned how tobacco use affects their physical performance. SAVE speakers and local college athletes came and talked to the guys about how tobacco harms their bodies and physical activities.
  - Other activities involved sending letters to local merchants educating them on the Red Flag Campaign, then visiting local merchants to educate re: NC Tobacco Sales laws. Local merchants were also visited for tobacco ad placements and store owners were encouraged to remove non-compliant displays.
- The Youth Tobacco Prevention Specialist position at RCHD was eliminated by lack of state funding effective 7/1/2012.

- *It is hoped that the advisors of the former TRU Clubs and the Intervention Specialists in the school system will continue efforts to promote and conduct tobacco prevention activities*
- *Information regarding TRU activities in Rowan-Salisbury School System was passed on to Lovemore Masakadza, who plans to work with youth in our region to address evidence based tobacco prevention to build support for tobacco-free living.*
- *Lovemore Masakadza, with the Mecklenburg County Health Department, is trying to identify youth groups in each county. The intent is to work with Youth Empowered Solutions (YES!) to provide regional trainings and presentations to build support for evidence based policy efforts. Once the youth are trained, they will be able to assist Community Transformation Project educational efforts in the different counties.*
- *Through the Community Transformation Grant, Tobacco Free Living Project, Healthy Rowan! and RCHD are currently working with City of Salisbury Parks & Recreation Advisory Board towards adopting tobacco-free policies for their parks.*
- *Smoke Free Rowan <http://www.smokefreerowan.com/> continues efforts to encourage local businesses and organizations to voluntarily adopt indoor smoke-free policies.*
- *Partners In Learning (PIL), a local Child Care Center, is working to develop a tobacco-free policy for their campus. Additionally, RCHD is collaborating with a NC Child Care/Asthma/Tobacco project in our region to provide Asthma Training for the staff of all child care centers in Rowan County and procure signage for their campuses.*

## **Obesity Issues**

**Local Priority Issue:** Childhood Obesity

**Local Community Objective:** Reduce the percentage of children K-5 in Rowan County who are overweight/obese by 5% by 2015.

**Progress:** Local data unavailable; NC-PASS data changed categories in 2008, and again in 2010 making data incomparable. Our efforts to target childhood obesity will continue to focus on elementary and middle school children. Collaboration with local agencies and organizations to establish a means of gathering accurate data to measure success will be maintained.

**Interventions during the past fiscal year:**

- All new elementary teachers and assistants are trained in using the *Energizers* curriculum into their daily classroom schedules. Curriculum Coaches, in each of the elementary schools, were responsible in training any new faculty member within their own school. An average of three new staff were trained at each school.
- USDA Fresh Fruit & Vegetable Program daily serves fresh fruits and vegetables within the classrooms of North Rowan, Koontz, Hanford Dole, Hurley, Granite Quarry, Overton, Landis, Isenberg, Knollwood, and Woodleaf Elementary Schools. During the past school year, 474,815 servings of fresh fruit or vegetables have been served to 4,895 students within the ten elementary schools.
- The Rowan Salisbury School System (RSSS) sends informational flyers/brochures about adopting a healthy lifestyle to parents/guardians of children enrolled in elementary

school. During the past school year, twenty informational flyers have been sent home to 19,436 students in Rowan-Salisbury School System.

- Staff in the ten elementary schools that received the USDA Fresh Fruit and Vegetable Grant will be trained on the My Plate curricula and how to integrate nutrition into their classrooms that meet the NC Standard Course of Study. During the past school year, all staff at North Rowan Elementary, Koontz, Overton, Hanford-Dole, Isenberg, Hurley, Landis, Woodleaf, Granite, Shive, Mt. Ulla, and Morgan have been trained on the My Plate curricula.
- Assisted Partners in Learning Childcare Center in integrating nutrition into their classrooms, as well as creating and implementing at least six policy changes within the center that supports healthier eating. As of May 2012, Partners in Learning Childcare Center's Executive Board has adopted a wellness policy that will promote a healthier lifestyle for teachers, staff, children, and their respective families. A healthier curricula, known as "*More Than Mudpies*", has been integrated into each classroom and a new physical education/activity curricula has been integrated, as well.
- The 2012 Annual Health and Benefits Fair, a health-benefits fair for Rowan County employees was held on Wednesday, May 2012 at the Salisbury Civic Center with 392 employees attending.
- The 13<sup>th</sup> Annual Food and Field Olympics was hosted in July 2012 at the J.F. Hurley YMCA. There was a total of 364 local campers that attended this event that focused on healthier eating and daily physical activity.
- Assisted the City of Salisbury in creating a Choice Neighborhoods Planning Grant for the West End Transformation Neighborhood.
- The City of Salisbury and the the Salisbury Greenway Committee are seeking out easements and funding for Phase 4 of the Salisbury Greenway.
- Continuing to partner with North Rowan Elementary to seek out funding for this next phase of the Interactive Game Room.
- Assisted the City of Salisbury in applying for a Fit Community designation. The City of Salisbury was awarded a Gold Level Designation. January 2012, Salisbury City Council was presented the Fit Community Designation and a plaque for the city. In addition, a Designation Study of the City of Salisbury has also been completed by Active Living by Design. This document will highlight the environmental and policy changes that the City of Salisbury has adopted to support healthier lifestyles. This document will serve as a resource for communities and funders across North Carolina and throughout the country.

Healthy Rowan! and RCHD continue to address adult obesity. In looking at the top ten causes of death in Rowan County, it was evident that in order to address these health issues we must continue to focus on promoting proper nutrition and physical activity.

**Local Priority Issue:** Adult Obesity and Chronic Disease

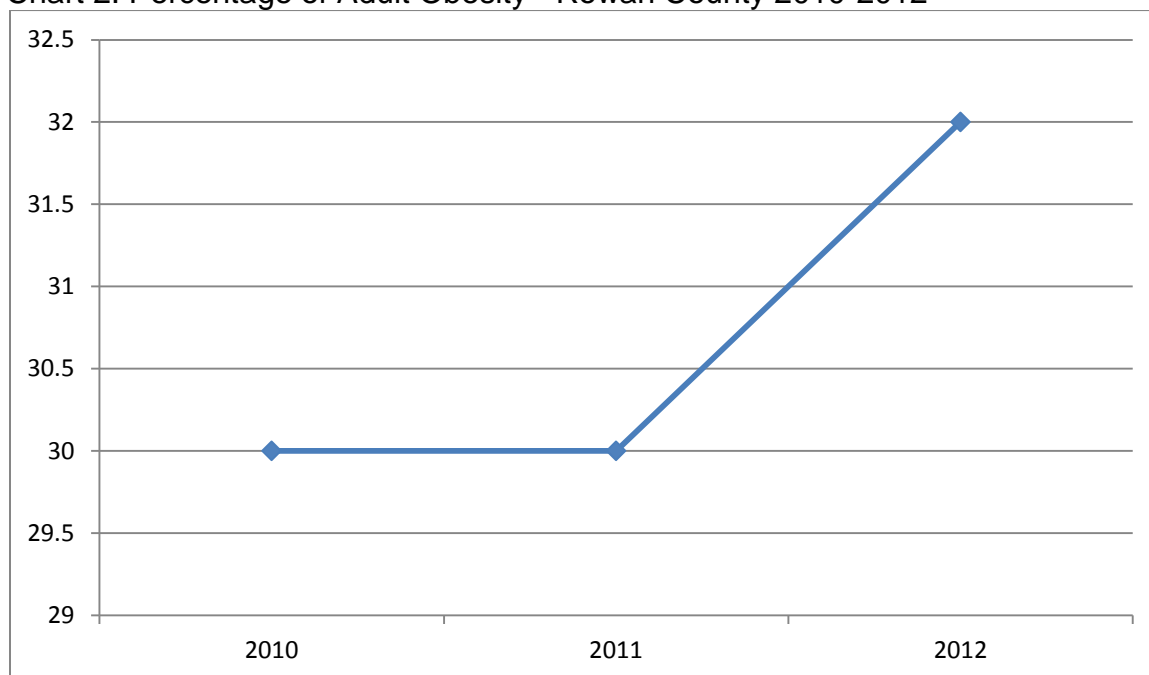
**Objective:** Increase the number of churches offering Health Promotion, Wellness and Environmental Policy Changes.

**Progress:** Per the 2012 County Health Rankings, 32% of Rowan County adults are obese, compared to 29% statewide. In both 2010 and 2011 the percentage of obese adults was 30% (see Chart 2).

**Interventions:**

- Representatives from the Health Department and Rowan County Cooperative Extension attended Faithful Families Eating Smart and Moving More (FFESMM) Training in December 2010.
- Trainers were encouraged not to use the existing curriculum but to wait for the new curriculum which was to be released in the spring of 2011.
- In November 2011 notification was received from David Hall, Faithful Families Coordinator, that the CD with the updated FFESMM Curriculum was being sent out and it was received by RCHD.
- Met with staff at NorthEast Medical Center to discuss FFESMM program in May and June 2012.
- Met with Rowan Regional Medical Center staff July and August 2012.
  - Interested churches (2) met with staff in October 2012
  - Additional churches have expressed interest
- Trained staff have met with two Rowan County churches and classes are set to begin in January 2013

Chart 2: Percentage of Adult Obesity - Rowan County 2010-2012



Source County Health Rankings <http://www.countyhealthrankings.org/#app/north-carolina/2012/rowan/county/2/overall>

## **Minority Health Disparities**

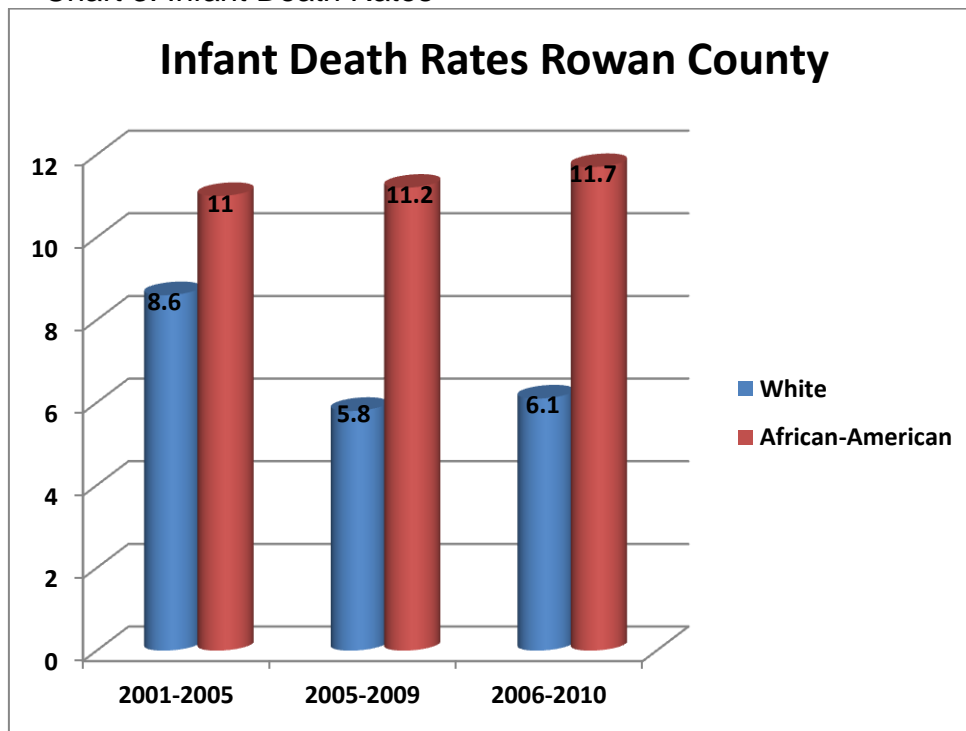
**Local Priority Issue:** Minority Health Disparities – Infant Mortality

**Local Community Objective:** Reduce the Minority Infant Death Rate in Rowan County from 11.2 deaths per 1,000 live births to at least 10 per 1,000 live births by the five-year time frame of 2010-2015.

**Progress:**

- The current infant death rate is 2.17 times higher for African-Americans than for Whites.
- Minority infant death rate in Rowan County was 11.3 in 2009 and rose to 12.4 in 2011.
- The following Chart shows trend data indicating an increase in the African-American infant death rate over time:

Chart 3: Infant Death Rates



Source: State Center for Health Statistics <http://www.schs.state.nc.us/SCHS/>

**Interventions:**

- Health Link staff continue to work with families to reduce infant mortality rates, enable low-income women to space the birth of their children by at least two years, improve access to healthcare and family support services and improve family self-sufficiency for low-income women of childbearing age in Rowan County.
- As a part of RCHD's Infant Mortality Reduction and Maternal/Child Health Promotion Initiative, the Health Link program has applied for, and received, an affiliate membership with Healthy Families America.

- This past fiscal year Health Link has:
  - Provided intensive family support outreach and case management services to 58 families and their children birth through five years.
  - 95% of Health Link clients who were sexually active reported using an effective birth control method. (See Chart 9 regarding Teen Pregnancy Rate)
  - 98% of Health Link clients were receiving health insurance.
  - 100% of Health Link enrolled women achieved an optimal birth spacing of two years.
  - 90% of Health Link enrolled women reported taking folic acid daily.
  - 100% of families with a baby less than 12 months old reported adopting SIDS prevention practices.
  - 91% of Health Link families report smoke free homes and vehicles.
  - Health Link transportation provided 114 free rides to Rowan County families for healthcare or family support resources.
- Health Link has received grant funding from Smart Start Rowan and The Blanche & Julian Robertson Family Foundation.
- Health Link staff consist of a Director and 2 Community Health Workers.
- Health Link has applied for a Healthy Beginnings Grant for additional funding to assist in program expansion.

### Chronic Disease

One of the issues identified in the 2009 CHA was Chronic Disease. The following table lists the top ten causes of death in Rowan County.

Table 8: Leading Causes of Death Rowan County

2006-2010 Leading Causes of Death - Rowan County*		
Rank	Cause of Death:	Death Rate
1	Diseases of the Heart	227
2	Cancer	214
3	Cerebrovascular Disease	67
4	Chronic lower respiratory disease	65
5	Alzheimers	53
6	Other Unintentional injuries	36
7	Pneumonia & influenza	35
8	Diabetes mellitus	28
9	Nephritis, nephrotic syndrome, & nephrosis	21
10	Motor vehicle injuries	18
* Unadjusted death rates per 100,000 Population		

Source: State Center for Health Statistics <http://www.schs.state.nc.us/SCHS/>



Many of the leading causes of death are chronic diseases and are preventable with the adoption of healthier lifestyles. The following trend data accentuates the need for continued preventative activities, primarily consisting of the promotion of physical activity, healthy eating and nutrition, and tobacco use prevention.

Table 9 (below) indicates that while Rowan County is doing better with heart disease and diabetes, we have much work to do in addressing stroke and Alzheimer's. It must be noted that the increase in Alzheimer's may be an issue related to and indicative of our aging population.

Table 9: Chronic Disease Trend Data

Health Measure	2006	2007	2008	2009	2010	Trend 06-10	% Δ 06-10
Heart Disease	268	255	240	234	208.8	Better	-22%
Cancer	192.6	192.7	195.2	210.7	218.9	Same	13%
Stroke	55.8	56.8	56.5	64.8	65	Worse	16%
Alzheimer's	29.7	56.4	49.8	63.3	63.6	Worse	114%
Diabetes	33.8	35.2	31.6	30.6	22.4	Better	-33%

Source: NC State Center for Health Statistics; Death rates per 100,000

### Environmental Issues Affecting Health

Air pollution accounts for premature deaths, hospital admissions for respiratory and cardiovascular disease as well as asthma and chronic bronchitis. As pointed out in the RHHSNA, Rowan County received a grade of "F" for poor air quality from the American Lung Association. Additionally, chronic lower respiratory disease ranks as the fourth leading cause of death in Rowan County. (see Table 3) According to the 2012 State of the Air Report from the American Lung association, the Charlotte-Gastonia-Salisbury, NC-SC Metropolitan Statistical Area was ranked #18 of the 25 Most Ozone Polluted Cities in the United States. Per County health Rankings, the number of ozone pollution days was 34.

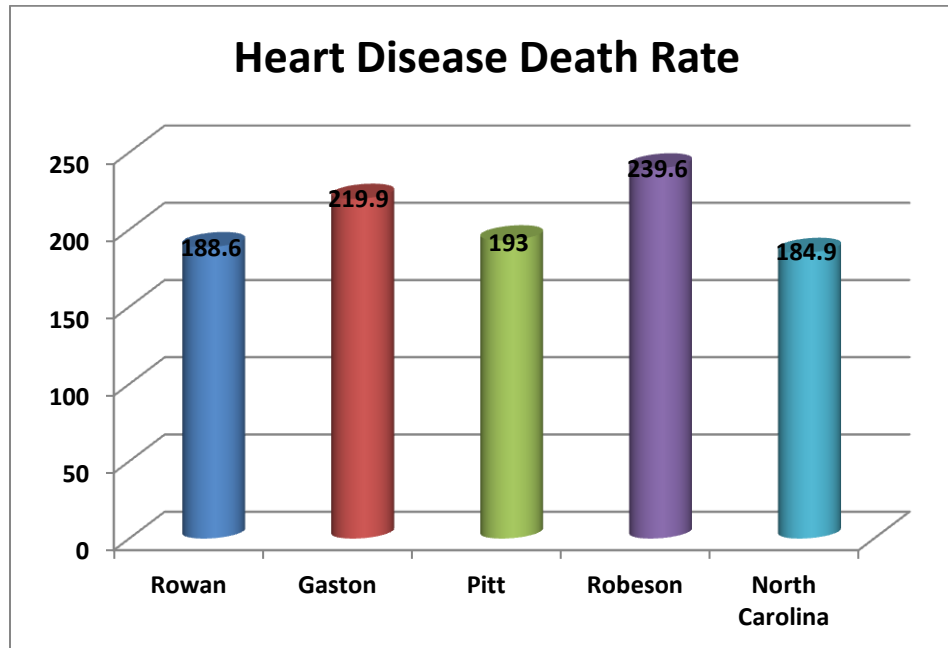
### How Rowan County Compares

For the 2012 CHA, the state chose the following counties as 'peer' counties: Gaston, Pitt, Robeson, Alamance, and Wayne. For comparison, 3 of those 5 counties were chosen. The following charts describe how Rowan County compares to the peer counties and to the state in the area of Chronic Disease and related issues.

In heart disease, Rowan County ranks above the state but less than the 3 peer counties. The cancer rate in Rowan is lower than the state, and only the Pitt county rate is lower.

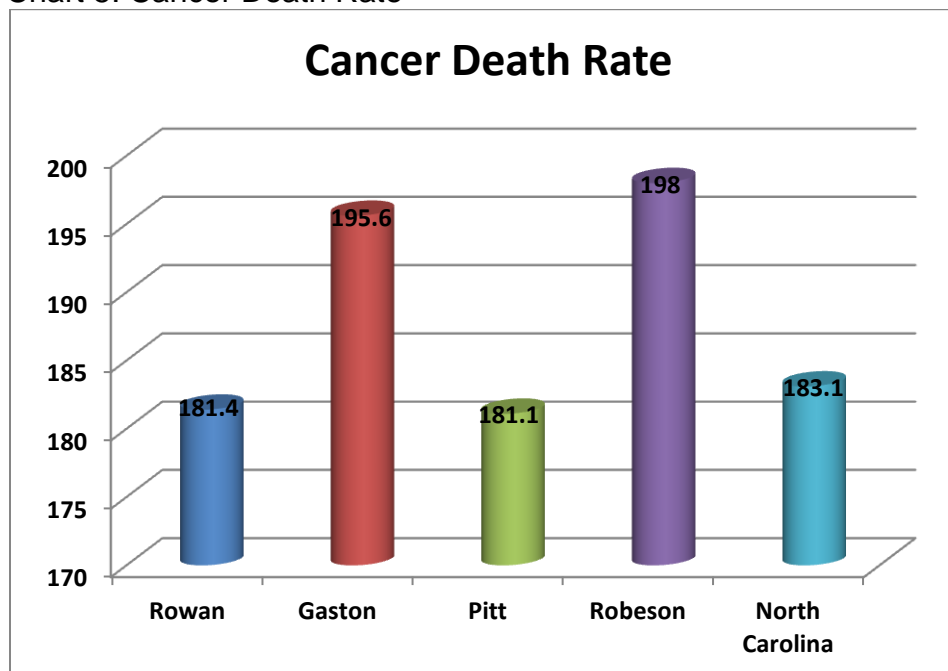
However, the stroke and the Alzheimer's death rates in Rowan County are both higher than the state and all 3 peer counties. The rate for diabetes in Rowan County, the 5<sup>th</sup> leading cause of death, is just above the state rate but lower than the rates in the peer counties.

Chart 4: Heart Disease Death Rate



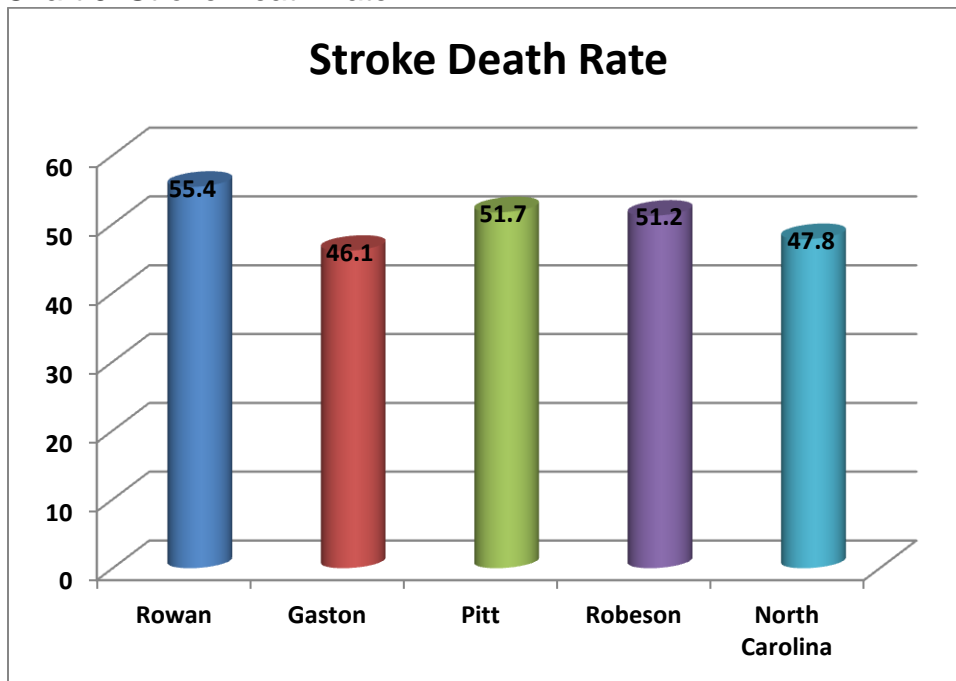
Source: NC State Center for Health Statistics; Death rates per 100,000

Chart 5: Cancer Death Rate



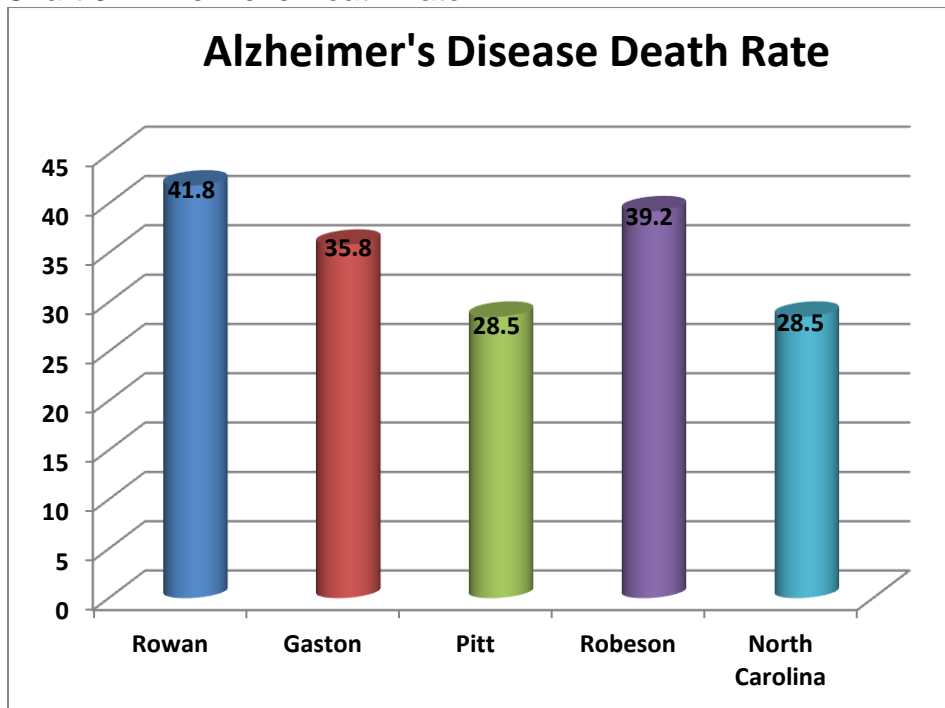
Source: NC State Center for Health Statistics; Death rates per 100,000

Chart 6: Stroke Death Rate



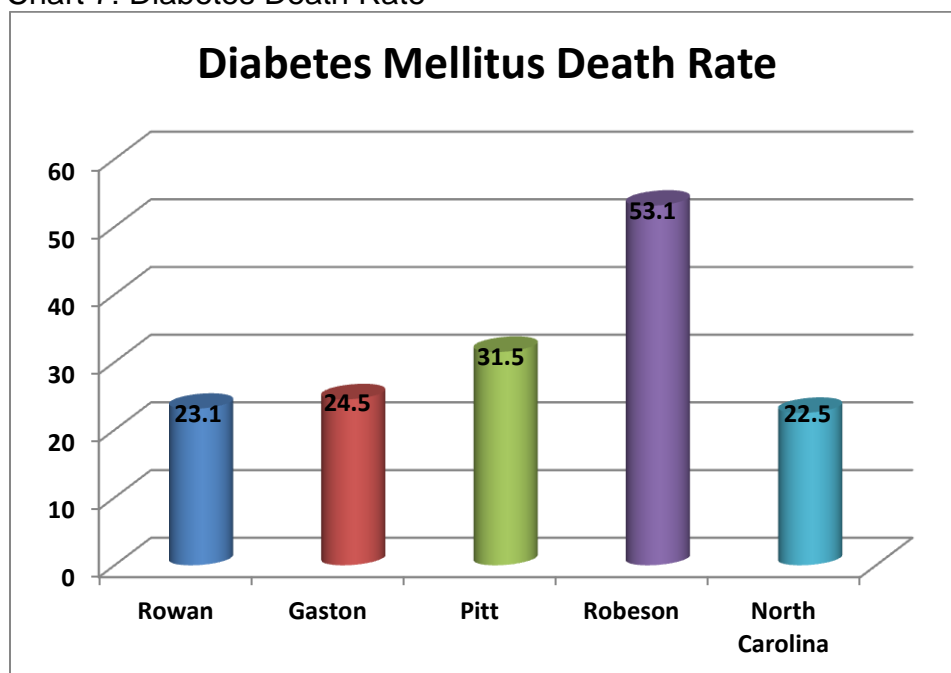
Source: NC State Center for Health Statistics; Death rates per 100,000

Chart 6: Alzheimer's Death Rate



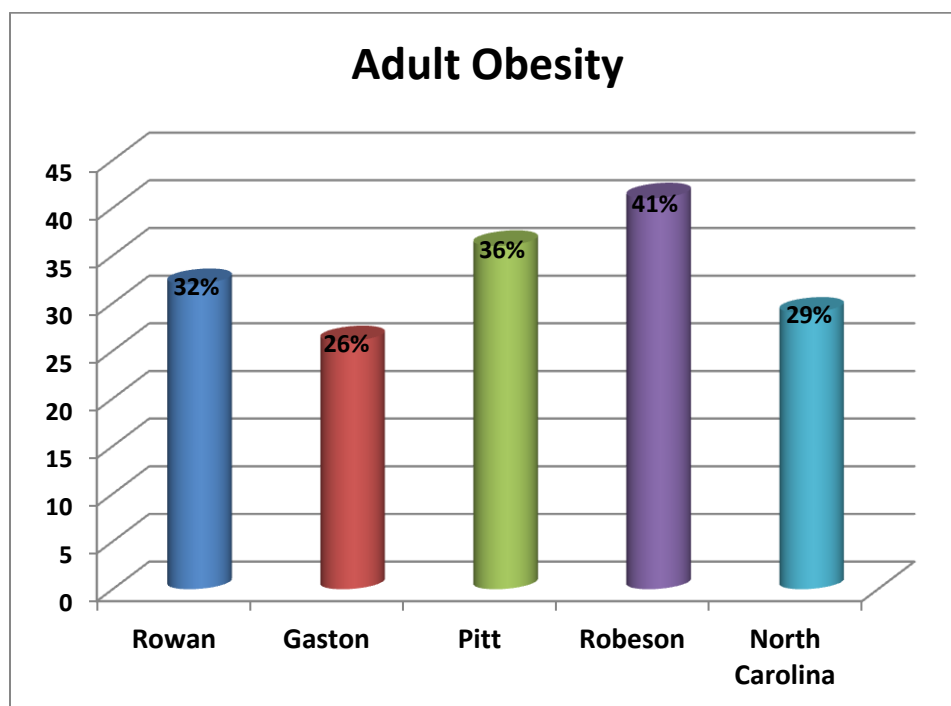
Source: NC State Center for Health Statistics; Death rates per 100,000

Chart 7: Diabetes Death Rate



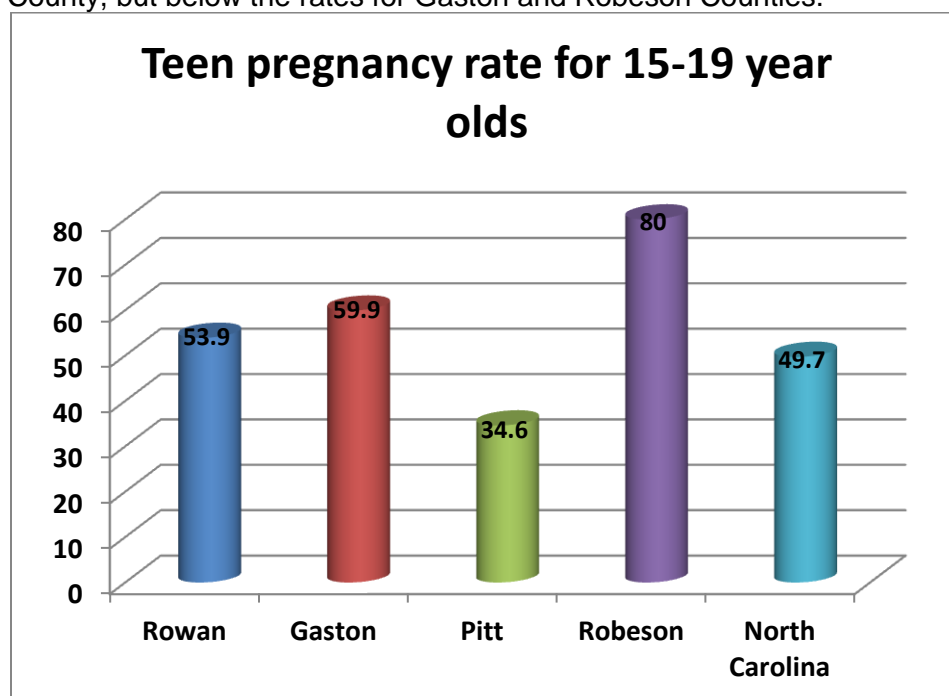
Source: NC State Center for Health Statistics; Death rates per 100,000

Chart 8: Adult Obesity – demonstrates that Rowan County is above the state and Gaston County percentage of obese adults.



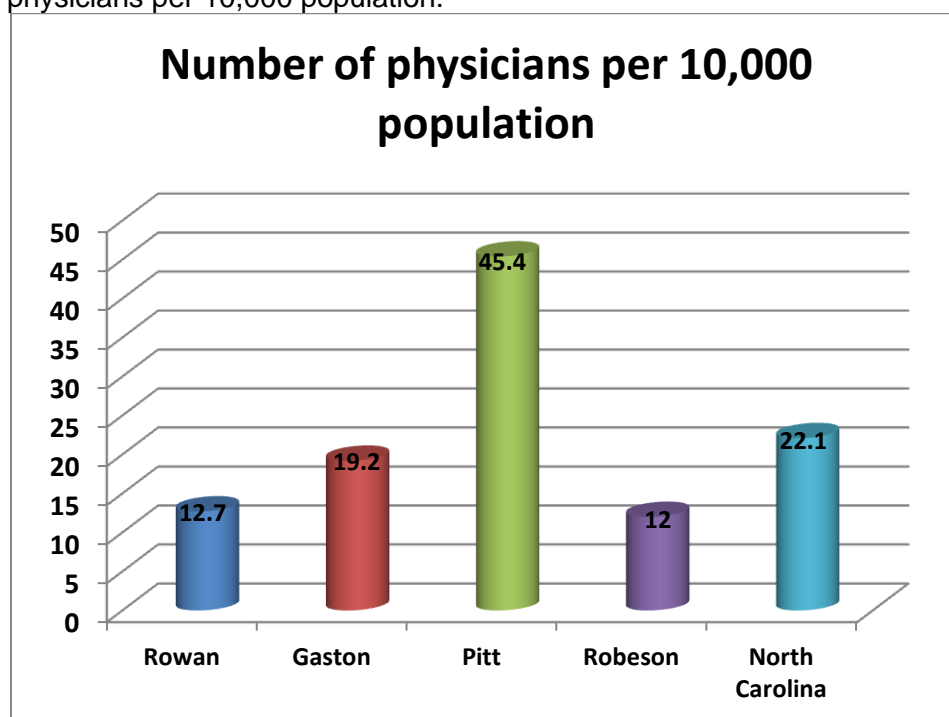
Source: NC State Center for Health Statistics

Chart 9: Teen Pregnancy - Indicates the rate in Rowan County is above the state and Pitt County, but below the rates for Gaston and Robeson Counties.



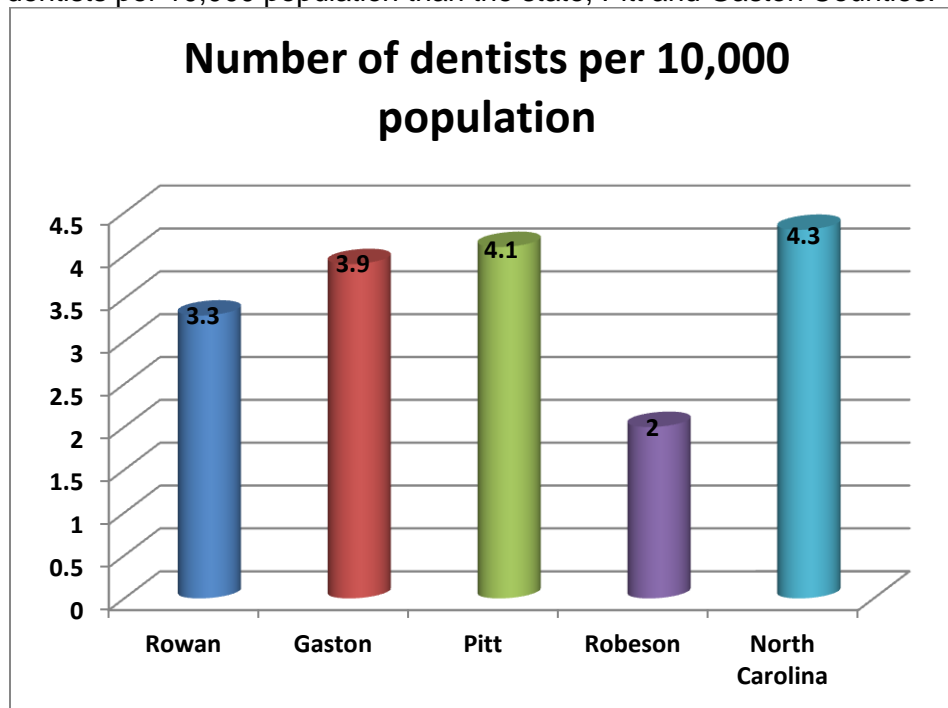
Source: NC State Center for Health Statistics

Chart 10: Number of Physicians – indicates Rowan County has the second lowest number of physicians per 10,000 population.



Source: NC State Center for Health Statistics

Chart 11: Number of Dentists in Rowan County – show that Rowan County has less dentists per 10,000 population than the state, Pitt and Gaston Counties.



Source: NC State Center for Health Statistics

## Rowan County Health Department and Healthy Rowan! Initiatives:

- ▶ Chronic Disease
  - West End Transformation (WET project) –partnering with City of Salisbury to provide onsite health services to local residents
  - Healthy Living for a Lifetime – partnering with RPMC, NC Farm Bureau, DPH Oral Health to provide health screenings for rural citizens
  - FFESMM – Partnering with RPMC and area churches to promote healthy eating & physical activity
  - Community Transformation Project (CTP) – partnering with 10 County Region promoting:
    - Healthy Food Environment – promote Farmer’s Markets, address Food Deserts, provide food prep demos
    - Tobacco-free Living through policies for public spaces
- ▶ Physical Fitness
  - Active Living – Part of CTP – Partnering with City of Salisbury and Rowan-Salisbury Schools JUAs to promote physical activity (CTP)
  - ESMM Grant - Partnering with City of Salisbury Parks and Rec. Advisory Board & Greenway Committee to promote connectivity/sidewalk development, the West End Community Garden sustainability and park structures at Kelsey-Scott Park.

- ▶ Teen Pregnancy
  - Pregnancy Care Management – contract w/DPH and CCoFSP to provide OB Care Management services for pregnant women with Medicaid
  - Health Link – Healthy Families Rowan County – affiliation with Healthy Families America to provide in-home intensive family support program includes:
    - Collaboration/referrals to Families First NC – Inc.
      - ▶ Teen Pregnancy Prevention Initiative
      - ▶ Good Beginnings for Teen Parents
    - Collaboration w/WIC
      - ▶ Breastfeeding Peer Counselor Program
      - ▶ Nutritional education
      - ▶ Vouchers for locally grown fresh fruits and vegetables
- ▶ Medical Care –
  - Diabetes Management - partner with RRMC to provide diabetes management for RCHD patients
  - Adult well-care - provided for Carolina Access assigned patients
  - BCCCP - refer patients to Breast Health Center at RRMC
  - Prescription Drug Abuse
    - Healthy Rowan! - community partners promote Project Lazarus, the Chronic Pain Initiative (CCoFSP), Operation Medicine Cabinet and Medicine Drop
- ▶ Dental Care
  - Smile Center - RCHD offers services to children less than 18 years old
    - Accept Medicaid and Health Choice
    - Do not offer services for adults
    - Current expansion to add potential for service capacity

Rowan County Health Department would like to express it's gratitude to the members of Healthy Rowan! Board for their continued collaborative support and partnerships.





Table Healthy Rowan! Membership:

#	Title	First	Last	Title	Organization
1	Sheriff	Kevin	Auten	Sheriff	Rowan County Sheriff's Office'
2	Mrs.	Ruth	Chaparro-Kennerly	Coordinator	City of Salisbury
3	Chief	Rory	Collins	Chief	Salisbury Police Dept.
4	Mr.	Lennie	Cooper	Training Officer	Rowan County EMS
5	Ms.	Amy	Cozart	LINKS Transition Coordinator	Rowan-Salisbury Schools
6	Ms.	Toi	Degree	Family & Consumer Education Agent	NC Cooperative Extension
7	Ms.	Joann	Diggs	Director	Workforce Investment Act Program
8	Ms.	Cynthia	Dillingham	Health Education Specialist	Rowan Co. Health Dept
9	Mr.	Rick	Eldridge	Executive Director	Ruffy-Holmes Senior Center
10	Mr.	John	Gerstenmier	Executive Director	Smart Start Rowan
11	Ms.	Wanda	Honeycutt	Diabetes & Nutrition Center Supervisor	Rowan Regional Medical Center
12	Ms.	Shirley	Johnson	Community at-large member	Public
13	Mr.	Steve	Joslin	Allied Health Manager, HR! Coord.	Rowan Co. Health Dept
14	Ms.	Debbye	Krueger	State Dental Hygenist	Smoke Free Rowan
15	Ms.	Helen	Leak	Community Relations Specialist	Piedmont Behavioral Healthcare
16	Mr.	Bob	Lippard	Executive Director	United Way of Rowan County
17	Ms.	Libby	Post	School Food Service Director	Rowan-Salisbury Schools
18	Ms.	Jeannie	Sherrill	Executive Director	Adolescent and Family Enrichment Council
19	Ms.	Amy	Smith	Health Education Specialist, HR! Chair	Rowan Co Health Dept
20	Ms.	Karen	South-Carpenter	Director	Youth Services Bureau
21	Ms.	Donna	Fayco	Social Services Director	Rowan Co. Department of Social Services
22	Ms.	Barbara	Ellis	Health Director	Rowan Co. Health Dept

In summary, The Rowan County Health Department will continue to promote healthy lifestyles and encourage policies and environmental changes that affect healthy eating, active living and tobacco use. Through state, regional and local support efforts described in this CHA, the RCHD will collaborate with community partners to foster a healthier future for Rowan County.